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Claim 1 (PROPOSED): A receiving apparatus for receiving an image signal transmitted from a transmitting end, said receiving apparatus comprising:  
receiving means for receiving said image signal;  
first output means for outputting the image signal received by said receiving means to a display;

extracting means for extracting electronic program guide information (EPG) added to the image signal received by said receiving means;

alteration means for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing a first broadcasting station such that the display format is altered to show a preference to a provider tag of said first broadcasting station over other provider tags of a plurality of broadcasting stations; and

second output means for outputting the EPG altered by said alteration means to said display,

wherein said alteration means alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

Claim 8 (PROPOSED): A receiving method for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said receiving method comprising:

a receiving step for receiving said image signal;

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a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

a second output step for outputting the EPG altered in said alteration step to said display,

wherein said alteration step alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

**Claim 9 (PROPOSED):** A transmission medium for transmitting a computer program used in a receiving apparatus for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program comprising:

a receiving step for receiving said image signal;

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a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

a second output step for outputting the EPG altered in said alteration step to said display,

wherein said alteration step alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

**Claim 10 (PROPOSED):** A receiving apparatus for holding a computer program and using said computer program to receive an image signal by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program comprising:

a receiving step for receiving said image signal;

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a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcaster such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

a second output step for outputting the EPG altered in said alteration step to said display,

wherein said alteration step alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

**Claim 11 (PROPOSED):** A transmitting apparatus for transmitting an image signal to a receiving end, said transmitting apparatus comprising:

first generating means for generating said image signal;

second generating means for generating electronic program guide information (EPG);

third generating means for generating predetermined information representing a first

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broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

adding means for adding said EPG generated by said second generating means and said predetermined information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated by said third generating means, to said image signal generated by said first generating means; and

transmitting means for transmitting to the receiving end the signal obtained by adding said EPG and said predetermined information representing the first broadcasting station to said image signal,

wherein said adding means alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

Claim 12 (PROPOSED): A transmitting method for transmitting an image signal to a receiving end, said transmitting method comprising:

- a first generating step for generating said image signal;
- a second generating step for generating electronic program guide information (EPG);
- a third generating step for generating predetermined information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a

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plurality of broadcasting stations each having a provider tag;

an adding step for adding said EPG generated in said second generating step and said predetermined information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said predetermined information representing the first broadcasting station to said image signal,

wherein said adding step alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

Claim 13 (PROPOSED): A transmission medium for transmitting a computer program used in a transmitting apparatus for transmitting an image signal to a receiving end, said computer program comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

a third generating step for generating predetermined information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a

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plurality of broadcasting stations each having a provider tag;

an adding step for adding said EPG generated in said second generating step and said predetermined information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said predetermined information representing the first broadcasting station to said image signal,

wherein said adding step alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

Claim 14 (PROPOSED): A transmitting apparatus for holding a computer program and using said computer program to transmit an image signal, said computer program comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

a third generating step for generating predetermined information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a

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plurality of broadcasting stations each having a provider tag;

an adding step for adding said EPG generated in said second generating step and said predetermined information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to a receiving end the signal obtained in said adding step by adding said EPG and said predetermined information representing the first broadcasting station to said image signal,

wherein said adding step alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

Claim 15 (PROPOSED): A receiving apparatus for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said receiving apparatus comprising:

a receiver configured to receive said image signal;

a first output device configured to output the image signal received by said receiver to a display;

an extractor configured to extract electronic program guide information (EPG) added



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to the image signal received by said receiver;

an alteration device configured to alter a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

an second output device configured to output altered EPG to said display,

wherein said alteration device is configured to alter, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

**Claim 16 (PROPOSED):** A receiving method for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said receiving method comprising:

receiving said image signal;

outputting the image signal received in said receiving step to a display;

extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such

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that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and  
outputting altered EPG information to said display,

wherein said altering alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

Claim 17 (PROPOSED): A transmission medium for transmitting a computer program used in a receiving apparatus for receiving an image signal transmitted from a transmitting end by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program configured to cause execution of the steps of:

receiving said image signal;

outputting the image signal received in said receiving step to a display;

extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcasting station such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and  
outputting altered EPG information to said display,

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wherein said altering alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

Claim 18 (PROPOSED): A receiving apparatus holding a computer program and using said computer program to receive an image signal by a first broadcasting station among a plurality of broadcasting stations each having a provider tag, said computer program configured to cause execution of the steps of:

receiving said image signal;

outputting the image signal received in said receiving step to a display;

extracting electronic program guide information (EPG) added to the image signal received in said receiving step;

altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information representing the first broadcaster such that the display format is altered to show a preference to the provider tag of said first broadcasting station over other provider tags of said plurality of broadcasting stations; and

outputting altered EPG information to said display,

wherein said altering alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within

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a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

Claim 19 (PROPOSED): A transmitting apparatus for transmitting an image signal to a receiving end, comprising:

a first generator configured to generate said image signal;

a second generator configured to generate electronic program guide information (EPG);

a third generator configured to generate predetermined information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

an adder configured to add said EPG generated by said second generator and said predetermined information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated by said third generator, to said image signal generated by said first generator; and

a transmitting device configured to transmit to the receiving end a signal obtained by adding said EPG and said predetermined information representing the first broadcasting station to said image signal,

wherein said adder is configured to alter, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said

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preference and within a row of the display that includes at least the provider tag and a program name, the provider tag of the first broadcasting station.

Claim 20 (PROPOSED): A transmitting method for transmitting an image signal to a receiving end, comprising:

generating said image signal;

generating electronic program guide information (EPG);

generating predetermined information representing a first broadcasting station

providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

adding said EPG generated in said generating electronic program guide information step and said predetermined information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said generating information step, to said image signal generated in said generating said image signal step; and

transmitting to the receiving end a signal obtained in said adding step by adding said EPG and said predetermined information representing the first broadcasting station to said image signal,

wherein said adding step alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider

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tag of the first broadcasting station.

Claim 21 (PROPOSED): A transmission medium for transmitting a computer program used in a transmitting apparatus for transmitting an image signal to a receiving end, said computer program configured to cause execution of the steps of:

generating said image signal;

generating electronic program guide information (EPG);

generating predetermined information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

adding said EPG generated in said generating electronic program guide information step and said predetermined information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said generating information step, to said image signal generated in said generating said image signal step; and

transmitting to the receiving end a signal obtained in said adding step by adding said EPG and said predetermined information representing the first broadcasting station to said image signal,

wherein said adding alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program name, the provider

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tag of the first broadcasting station.

Claim 22 (PROPOSED): A transmitting apparatus for holding a computer program and using said computer program to transmit an image signal, said computer program configured to execute the steps of:

generating said image signal;

generating electronic program guide information (EPG);

generating predetermined information representing a first broadcasting station providing said EPG, said first broadcasting station being one of a plurality of broadcasting stations each having a provider tag;

adding said EPG generated in said generating electronic program guide information step and said predetermined information representing the first broadcasting station such that a preference to the provider tag of said first broadcasting station is provided over other provider tags of said plurality of broadcasting stations, which is generated in said generating information step, to said image signal generated in said generating said image signal step; and

transmitting to a receiving end a signal obtained in said adding step by adding said EPG and said predetermined information representing the first broadcasting station to said image signal,

wherein said adding alters, according to the predetermined information generated at the first broadcasting station, data constituting said EPG to be displayed in accordance with said predetermined information such that said EPG displays, with said preference and within a row of the display that includes at least the provider tag and a program

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